

news +++ Automechanika Frankfurt  
10 to 14 September 2024

**automechanika**  
FRANKFURT

## E-sports and careers: Generation Z experiences the future of the automotive industry at Automechanika

**Frankfurt am Main, 3 September 2024. This year's Automechanika will be offering Gen Z an entirely new side event from 10 to 14 September that goes far beyond traditional trade fair activities: AMBITION. This is where the very latest technologies are brought together with tomorrow's careers: gaming, entertainment and e-sports are merged with HR, new work and recruitment topics. Numerous information stands and a separate recruitment area in hall 3.1 give talented young people the opportunity to get to know the automotive industry from a refreshing new angle, talk with industry representatives and find their inspiration. Training professions in the automotive trade will once again be presented in Galleria 0.**

No other trade fair offers the chance to discover as many automotive professions as does Automechanika – from mechanical engineer and automotive clerk to software developer. According to Detlef Braun, Member of the Executive Board of Messe Frankfurt: "Today more than ever, industry, workshops and retailers need young talents. E-mobility, digitalization, artificial intelligence and sustainability present major challenges for the future that affect everyone in the industry." In light of the significantly worsening shortages of skilled staff, many companies are increasingly focusing on targeting young people and inspiring them to pursue a career in the automotive industry. This year, Automechanika is going even further by debuting AMBITION, a special exhibition area that whose entire focus is Generation Z. Here, the young audience is given a lively introduction to the wide-ranging professional opportunities in the automotive industry. Detlef Braun: "Never before has Messe Frankfurt had such a captivating programme for this target group."

### **NEW: AMBITION – The hotspot for the next generation of the automotive industry in Hall 3.1**

AMBITION is the ideal trade fair format for all young people who want to take charge of their future. It creates an interactive space for ideas and shines a spotlight on topics like recruitment, talent promotion and the large number of industrial professions offered by the automotive industry. It is an approach that respects the target group and its requirements, and one that is designed to arouse their interest in the attractive careers on offer. Michael Johannes, Vice President Mobility & Logistics at Messe Frankfurt, welcomes the new addition: "With this new format, we hope to draw Gen Z to the exhibition grounds and bring these potential employees together with companies in the automotive industry, so that they learn more about each other. It is an entirely new way of coming into contact with young talents." To ensure a high-quality experience, the focus will be on e-gaming/e-sports, e-racing, in-car gaming, entertainment, HR booth/recruitment, music and lifestyle. Also taking part will be our strong content partners EintrachtTech, the digital subsidiary of the Eintracht Frankfurt football club, MYLE GmbH, the transformation experts from COPETRI, e-sports service providers ECON and the logistics and mobility network HOLM.

In addition, well-known influencers like Gercollector, Linh Grete, Lina van de Mars and Sidney Hoffmann will also be on hand for the event. In the evening the stage will be given over to prominent guests from the entertainment industry, including the rapper Rich the Kid (12 September) and BAM BAM & Ours (13 September).

For those on the lookout for concrete career opportunities following school or university, representatives from the industry initiative Talents4AA, TÜV Nord and Polizei Hessen will be there to help them out.

### **Presentations, workshops and masterclasses offer a wealth of practical expertise**

The main stage and masterclass spaces will be hosting numerous respected experts as they delve deeper into the topics of recruitment and starting a career. Their presentations and workshops will be exploring such questions as: “How can I best market myself?” and “How can I make strategic use of social media in my job search?” Those who are interested will be treated to practical insights and learn the secrets to a successful job interview – as well as how they can make their applications stand out from their competitors’. Stress management and resilience – two key factors for long-term professional success – are another area of focus. The two founders of “Schrauberjobs”, Christian Cloppenburg and Marco ten Hagen, will talk with visitors and share fascinating insights into the training and career opportunities in the automotive industry.

### **Skilled trades in the automotive aftermarket – the fascinating world of the automotive professions**

In the Galleria, everything revolves around the exciting and varied range of skilled trades in the automotive aftermarket. Three vocational associations – the ZKF (Zentralverband Karosserie- und Fahrzeugtechnik e.V.), ZDK (Zentralverband Deutsches Kraftfahrzeuggewerbe) and the Fachverband Rheinland-Pfalz Farbe, Gestaltung, Bautenschutz – will be demonstrating not only just how varied training in the automotive industry can be, but also what a promising future it offers. Trainees will be on hand to speak to visitors and supply captivating insights into what automotive mechatronics specialists and automotive clerks can look forward to in their careers. One highlight for pupils lets them actively participate in building a model car. From bending the body and doing the paintwork to fitting the engine – the automotive trade is brought to life here.

### **Automechanika @Social Media #AMF24**

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**AMBITION management:**

Wolfgang Weyand

Director Automechanika Special Events

Phone: +49 69 75 75-55 53

[wolfgang.weyand@messefrankfurt.com](mailto:wolfgang.weyand@messefrankfurt.com)

**Contact for journalists:**

Marlene Döring

Phone: +49 69 75 75-55 14

[marlene.doering@messefrankfurt.com](mailto:marlene.doering@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

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